

# Discussion and Application of Digital Protection Strategy of Chinese Traditional Folk Art

Mingyong Zhou

School of Humanities Xi'an Shiyou University, Xian, Shaanxi, 710065, China

email: myzhou@xysu.edu.cn

**Keywords:** Folk Art, Digital Protection, Current Situation Analysis

**Abstract:** With the rapid development of China's economic construction, in the pursuit of modernization, people pay more attention to the protection of intangible heritage, such as traditional culture, especially the continuous update and improvement of high-tech. Digital protection means have created many art treasures. Handed to me. Folk art records 5000 years of glorious history of China. That's a symbol of China's national prosperity. It's our duty to clean it up. This report focuses on the digital protection of folk art.

## 1. Introduction

With the rapid development of computer technology, people's life and work have entered the digital era. UNESCO started the "memory of the world" project in 1992, which has been widely promoted in the world[1]. China launched the National Digital Library Project in 1996, and started the digital development process of cultural resources. Now, digital information technology has made outstanding achievements in many large-scale material heritage protection work. Although the intangible cultural heritage protection project has just begun, in order to maintain the intangible heritage such as folk art, the use of advanced digital technology is an urgent problem for scientists.

## 2. Digital Protection of Folk Art

After investigating the current situation of intangible cultural heritage such as folk art, it is found that the risk of loss is greater than that of material cultural heritage. The trend of globalization is expanding every day. Many superpowers want to implement the "assimilation" strategy in the world. Many traditional cultures die from the promotion of standardization. As the accumulation of human cultural heritage, folk art has a very high cultural value[2]. The characteristics of folk culture in some areas provide an important basis for understanding the historical development. Therefore, the protection work has important practical value. With the rapid development of digital technology, many folk arts that can not be recorded in books can be passed. For example: multimedia, virtual technology and graphics software. Moreover, many university scientific researchers are actively studying this reason[3]. For example, Zhejiang University set up the National Laboratory of CAD & CG, and began to conduct a thorough research on the digital protection technology of Dunhuang Art in 1997. Many aspects of technical achievements, as well as the important achievements of folk art in digital protection, represent and preserve many folk arts in digital form, which makes this folk art not disappear in the long history. However, the attractive research of digital technology, such as culture, bell, dance and so on, our workers' great efforts, although many folk arts are fortunately protected and not disappeared in history[4]. For example: the natural loss of Shaanxi folk literature, the puppet show in Fengxiang lane, Huazhou, has retained more than 100 programs in the early days of the founding of the people's Republic of China, and now has retained more than 20 programs, you can hear more beautiful music. Therefore, increasing the digital protection of folk art has become an important work to protect intangible cultural heritage.

## 3. Digital Protection of Folk Music

After on-the-spot investigation, research and data collection on the development of folk art, it is found that although folk art has extensive reports and complex contents, it lacks necessary classification. The biggest obstacle to its development and historical heritage is that the publicity of folk art is too small, people are not familiar with it, and do not understand its artistic value. Therefore, this paper believes that the protection and use of local folk art should be established by each administrative region and city according to the actual development of local folk art. The first strategy of digital museum is "collection first"[5]. In order to protect folk art, please cooperate with the Ecological Museum of folk art. Cultural database, online display and exchange platform, developed "living room culture", digital photos and video materials, established the characteristics of basic posture, content, style and folk art conservation resources.

### 3.1. Collect Local Folk Art Materials

Conduct field investigation on the current situation of folk art and collect necessary information. These include: oral stories and expressions, including the language as the carrier of intangible cultural heritage; literature and art[6]; social customs, etiquette, festivals; knowledge and practice about nature and the universe; traditional handicraft folk art is mainly folk custom, traditional art, folk activities, etiquette, sacrifice and other intangible traditional cultural forms closely related to the public and passed down from generation to generation. In addition, traditional folk knowledge, natural universe, traditional handicraft skills and other cultural space related practices related to traditional cultural performance.

Table 1 Protection of traditional folk culture

	Quality development training	College physical education
Student role	Active participant	Passive recipient
Ways of learning	Team and individual learning	Individual self-learning
Learning subject	Students and teachers are the main subjects, but learn Mainly	Student
Learning evaluation	Process and results combined, self-evaluation, mutual Evaluation and teacher evaluation	Based on the results evaluation, using a single Evaluation, teacher evaluation
Learning process	Experience - Review (Process) - Share(Experience) - Communication (Feeling) - Integration (Essence) - Promotion - Application...	Teacher explanation - Student exercises - Focus on learning again - Correct wrong actions - Practice again - Teacher summary
learning result	In addition to completing the functions of traditional physical education, it will also affect thoughts, change behaviors, cultivate good psychological quality and social adaptability, apply what they have learned, and improve their quality and ability.	Enhance physical fitness, cultivate the will of quality and exercise the body, but sometimes learn to use disjoint, high scores and low energy
Learning characteristics	Personalized, realistic; multi-directional communication, multiple sensory stimulation; easy democracy, flexibility, multiple identities; student-centered, emphasizing learning in experience (participation), emphasizing instant feeling, paying attention to attitude, concept, spirit	Standardization, theorization; one-way communication, single stimulation; restrictive, fixed, emphasis on identity; teacher-centered, single-infusion learning; emphasis on knowledge and skills

### 3.2. Sorting and Sorting of Collected Data

Generally speaking, folk culture and art cover a wide range, complex content and long span of historical heritage. By analyzing the collected information, we need to evaluate which resources are which resources[7]. It classifies folk art and opens folk art database as the center. The database includes three categories: region and history, folk art and folk protection and utilization. Folk painting can be divided into folk painting, folk paper carving, folk carving, folk pottery, folk

embroidery and folk music. Text introduction, art work introduction, physical photos, video materials and other detailed categories.

### **3.3. Establish Folk Art Network**

Establish folk art network, open digital materials on the network, free of charge. The website serves as the communication platform of folk art resources[8]. On the other hand, it can promote the art of the people, provide more people to understand and share information, at the same time, discuss and fill out the forum equation and other convenient methods. Art and its protection and utilization methods enrich and improve the database.

## **4. Research on the Development of Digital Protection Technology of Chinese Traditional Art**

About the norms and methods of building digital museum resources, edited by Shanghai Hongjing and other Shanghai Science and technology publishing houses, the digital road of Art Museum edited by Beijing Union University and the Digital Museum Research Association edited by Zhu Chengxia published by Zhejiang University, introduced the application of digital technology in Art Museum. With the help of Internet and other technical means, museums are gradually moving towards a mobile, open and dynamic digital development mode[9]. The report "design and implementation of the digital platform for intangible cultural heritage protection of Manchuria based on Web" by dahuashang Guhua is mainly based on the unification and discussion of hypertext and technical text, image, image and sound. Provide web resources with visual graphical user interface prompt information. "Research on the digital development of Intangible Cultural Heritage Based on AR technology" by Yu - riji of Wuhan University mainly introduces the ideas and Strategies of the development and utilization of ICH based on AR technology[10]. Form the cultural experience of the integration of reality and reality. Tsinghua University published Zhang Tao's multimedia technology and virtual reality and Wang Xuefeng's research on the application of virtual reality technology in the protection of folk crafts. The above digital technology has positive theoretical research and practical significance for the inheritance and protection of folk crafts, and has made an important contribution to the development of traditional Chinese crafts.

## **5. Research on the Digital Protection, Regeneration and Promotion of Chinese Folk arts and Crafts**

Digital protection is an important way to reproduce and promote folk art. The research results in this field are mainly the "technology" paper of Hubei University, the master's thesis of Xiong Shaowei, published the "animation modeling and folk art" including "Fei • Fei". Lin's "the application of the original animation design of folk song art in ecology", Li Ying of Jilin Normal University, "the role of traditional folk New Year's photos in animation model design", the above results are the combination of traditional folk art and animation. Animation design looks for the application of traditional elements of folk art. Like representation in modern technology, it is filled with a single animation design Full of traditional national characteristics. Zhang Qin's "Research on the application of the elements of traditional Chinese culture in game", inheriting the traditional folk custom technology Zhang Nan's "modern innovative design", the original table game "shadow journey to the west", Limin, based on the "Research on Shaanxi and its art exchange" such as "mobile platform", the game design is applicable to folk art, modern popular culture, modern tradition, strengthening traditional art and exploring traditional people New ideas of digital protection of folk art. " The application analysis of the traditional folk art in the packaging design of Lanzhou Municipal University is to investigate the application of various folk art elements, attract more consumers and realize economic benefits through strong national characteristics. At the same time, it also brings the effect of folk culture popularization.

## **6. Conclusion**

There are many research results on the digital protection of traditional crafts. In many research results, the research on folk art and the use of artists mostly comes from color, technique, folk form and the essence of folk art. The theme of folk custom comes from the traditional folk life, which is the desire and expectation for a better life. Therefore, it is necessary to conduct a comprehensive and detailed study and analysis. As a result of the research, several mobile Internet applications without practical operation or more fashionable technology are discussed. The result of today's software is that there is almost no improper update program. Therefore, the digital interpretation combined with the use of folk art lacks practical knowledge, and the result is unsatisfactory. Practice is a test of theory. Researchers can find the shortcomings and shortcomings of the theory through practice. In order to protect folk performing arts and promote the development of civilization, it is necessary to continue the scientific and practical digital production of folk art. In today's rapidly developing information age, it is necessary for all people's feelings to improve researchers' extensive attention and deep exploration.

### **Acknowledgements**

2017 Special Research Project of Shaanxi Provincial Department of Education “Digital Protection of folk art ecosystem in Shaanxi Province” (Program No. 17JK0585).

### **References**

- [1] Xiaohong Chen. (2017). Folk Art and Modern Culture in Republican China by Felicity Lufkin (review). *Journal of American Folklore*, vol. 130.
- [2] Yao Q. (2017). Analysis on the Current Situation and Prospect of Sino-Myanmar Traffic Connectivity: from the Perspective of Infrastructure Construction in Yunnan.
- [3] Jessica Wardhaugh. (2017). Folk Art, Faith, and Nationalism: Popular Theatre in the Provinces. *Popular Theatre and Political Utopia in France, 1870—1940*.
- [4] Liu Yun, Wu Liqun, Yao Shuqi,. (2019). Acupuncture for infertile women without undergoing assisted reproductive techniques (ART): A systematic review and meta-analysis. *Medicine*, vol. 98, no. 29, pp. e16463.
- [5] Renee Speyer, Deborah Denman, Sarah Wilkes-Gillan,. (2018). Effects of telehealth by allied health professionals and nurses in rural and remote areas: A systematic review and meta-analysis. *Journal of Rehabilitation Medicine*.
- [6] Cheng Lingru, Xie Dingyuan, Qian Qihong,. (2017). Current situation of food consumption and its correlation with climate among rural residents in China,2000-2012. *Journal of Hygiene Research*.
- [7] Wang, Jing. (2019). Analysis of the Current Situation of English Translation of Public Signs in Colleges and Universities and Research on Its Improvement Strategies--Taking Changqing University Town of Ji'nan City, Shandong Province as an Example, no. 6, pp. 221-223.
- [8] Amy Ione. (2018). *A Mind at Play: How Claude Shannon Invented the Information Age*. Leonardo.
- [9] Davis H. (2017). *Working Waterfront: Memories Hold* produced by Staten Island Arts' Folklife (review), vol. 130.
- [10] Gai Z J, Zhao W J, Liu J Q, et al. (2017). Situation Analysis of Conservation Tillage System in Ohio, USA and Suggestion of Sustainable Agricultural Development of Heilongjiang Province.